

Version 2.0

U.S. CENSUS BUREAU: 2002

Issued December 2002

Identification Standards

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Helping You Make Informed Decisions

Introduction

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The new U.S. Census Bureau visual identity consists of the emblem, the tagline, and the report cover system. The visual message of the identity and the thinking behind it represent characteristics we want to portray: clearly presented data; an ongoing stream of information which is timeless and easily understood. The official mission is “to be the preeminent collector and provider of timely, relevant, and quality data about the people and economy of the United States.” Every aspect of the identity, from the size of the emblem to the typeface and colors used in reports, helps put forth these qualities.

The emblem is the cornerstone of our identity. As with data and statistics, the more consistently it is presented, the more effectively it will work. The tagline supports the emblem and straightforwardly spells out our message. The report cover system works with the emblem and tagline to present our publications as an associated body of work. While the report cover system is highly flexible, as demonstrated in this book, it has clearly defined guidelines for appropriate application. By careful adherence to these guidelines regarding the three elements of the system, we will maximize the benefits of our new visual identity.

The live art files associated with this standards manual can be found on the Administrative and Customer Services Division intranet site at www.acsd.census.gov ⇒ Publications, Printing, and Forms Design ⇒ Policies and Procedures ⇒ Guidelines for Census Publications (corporate "look and feel" standards) If you need further assistance, please contact Kim Ottenstein at 301-763-4400* or Greg Carroll at 301-763-4461*.

**These phone numbers will be active as of February 1. Until then, use the 457 exchange.*

Emblem

The preferred version of the emblem, as shown on this page and throughout this book, is our name “US CENSUS BUREAU” set in Lucida as one word in all upper case letters with equal letterspacing and no punctuation. The preferred presentation uses an alternating pattern of navy, blue, and purple letters. Our emblem represents a continuous flow of facts and data being communicated.

Preferred emblem

U S C E N S U S B U R E A U

Emblem

The integrity of the emblem must be preserved by allowing for an adequate amount of clear space. The clear space has been defined as a minimum of the height of the capital letter "U" in US Census Bureau. Don't allow any other elements, such as type, graphics, or photography to interfere with the visual impact of the identity. It is acceptable and often desirable, to create even more clear space around the emblem if space allows. (Please see page 1.09 for a detailed description on the acceptable uses of the emblem as a pattern)



Emblem With Tagline

The tagline is a phrase that supports the vision and mission of the U.S. Census Bureau. More than a slogan, the tagline – when used according to these guidelines – projects longevity and commitment which extends beyond the visual identity system to our perception as a provider of quality services and products.

The tagline has a specifically defined, locked up position and relationship to the emblem. While there are instances where the emblem may appear alone, the tagline never does. It always appears with the emblem on report covers and certain other applications. The tagline appears in Census Navy, flush left, a cap height down from the emblem.

Emblem

U S C E N S U S B U R E A U

Preferred emblem with tagline

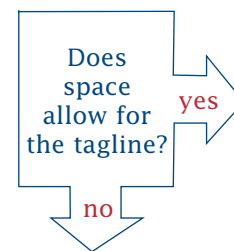
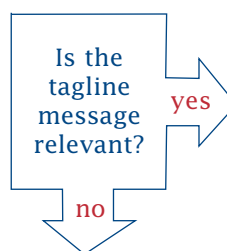
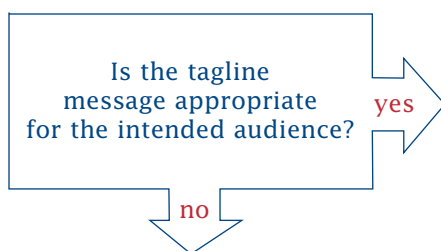
Helping You Make Informed Decisions

Tagline

As with the emblem alone, the integrity of the emblem with tagline must be preserved by allowing for an adequate amount of clear space around the configuration. As shown in the example on this page, a minimum clear space equal to the height of the “U” must be left around the emblem with tagline.



Usage of the tagline will depend on the issues illustrated below.



USE EMBLEM ONLY, TAGLINE CANNOT APPEAR WITHOUT EMBLEM.

Example: Internal documents, procedural memorandums, human resources communications

USE THE TAGLINE

Example: Advertising, promotional materials & report covers intended to increase awareness of the Census Bureau

Emblem Size

Standard sizes have been determined which establish the most effective presentation of the emblem. Business card, stationery, and report cover sizes are illustrated below. A 1" emblem for use on report cover spines is the smallest allowable size.

Report cover spine	<div>USCENSUSBUREAU</div> <div>1"</div>
Letterhead	<div>USCENSUSBUREAU</div> <div>2.25"</div>
Business card	<div>USCENSUSBUREAU</div> <div>2.5"</div>
Print system	<div>USCENSUSBUREAU</div> <div>2.75"</div>
Report cover	<div>USCENSUSBUREAU</div> <div>3.25"</div>

Emblem Variations

There are three variations of the emblem and an alternate version. The preferred version, in three colors, uses Census Blue, Census Navy, and Census Purple. In addition, there is the one-color version with tints and the one-color positive version. When the emblem is printed on a dark background, it may be reversed out in white (see Background Control, page 1.08).

The alternate emblem has been designed primarily for electronic communication; i.e. the World-Wide Web. The emblem has an embossed appearance; the letters appear in the same color as the background and are defined with shadows and highlights.

Preferred emblem

U S C E N S U S B U R E A U

one-color emblem with tints

U S C E N S U S B U R E A U

U S C E N S U S B U R E A U

U S C E N S U S B U R E A U

U S C E N S U S B U R E A U

one-color positive emblem

U S C E N S U S B U R E A U

RGB emblem

U S C E N S U S B U R E A U

one-color emblem white

U S C E N S U S B U R E A U

Alternate emblem



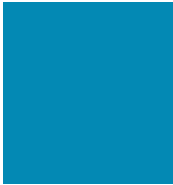
U S C E N S U S B U R E A U

Color





The preferred colors of our emblem are Census Blue, Census Navy, and Census Purple. These colors may be substituted with their Pantone®, CMYK or RGB equivalents.




As demonstrated later in this book, color is an important element in presenting our visual identity. Color usage on report covers may be a way to link reports of similar content or those from related areas. By using tints or lighter versions of Census colors, a wide variety of combinations is achievable.

Primary palette

			
Color	Census Purple	Census Navy	Census Blue
PANTONE	268C/268U	288C/288U	Process Blue
CMYK	C91, M94, Y0, K23	C100, M65, Y0, K30	C100, M9, Y0, K6
RGB	R13, G17, B99	R0, G41, B103	R0, G137, B178
HEX	330066	003366	0099CC

Secondary palette for use primarily in the report cover system

					
Color	Census Green	Census Lime	Census Yellow	Census Orange	Census Red
PANTONE	323C/328U	391C/397U	110C/110U	152C/152U	187C/187U
CMYK	C100, M0, Y38, K47	C11, M0, Y100, K27	C0, M11, Y94, K6	C0, M51, Y100, K0	C0, M91, Y72, K23
RGB	R0, G79, B76	R179, G175, B28	R247, B213, B44	R255, G125, B24	F211, G24, B32
HEX	006666	999900	FFCC00	FF6600	990033

			
Color	Census Dark Gray	Census Gray	Census Light Gray
PANTONE	432C/432U	430C/430U	428C/428U
CMYK	C23, M0, Y0, K79	C6, M0, Y0, K47	C0, M0, Y0, K23
RGB	R43, G51, B53	R128, G132, B133	R196, G196, B196
HEX	333333	777777	CCCCCC

The colors shown in this book are for example only and are not intended to match Pantone colors. See the current Pantone Color Standards book for color swatches and formulas. Pantone is a registered trademark of Pantone, Inc.

In lieu of the Census colors specified throughout this manual, you may use the RGB Hex Triplet colors referenced above, the standards for which are shown in the current edition of the RGB Hex Triplet Color Chart.

Background Control

The ideal background for the preferred emblem is white. When printing on a darker background, such as Census Purple, Census Navy, Census Red, or black, the emblem should be reversed to white. When printing on lighter backgrounds, such as Census Gray or Census Lime, it should be printed in black.

Acceptable background usage

U S C E N S U S B U R E A U

U S C E N S U S B U R E A U

U S C E N S U S B U R E A U

Unacceptable background usage

S C E S U B R E A

Do not use a background which is too dark and does not supply sufficient contrast.

U S C E N S U S B U R E A U

Do not use a background which is too light and does not supply sufficient contrast.

U S C E N S U S B U R E A U

Do not use a pattern which competes with the visibility of the emblem.

Emblem Patterns

The emblem may be used effectively to create background patterns as part of the U.S. Census Bureau visual system. The patterns must be horizontal as shown in the examples on this page. The emblem must still be legible and readable in standard English; it may not be backwards or upside down. The patterns are constructed using the one-color emblem with tints placed on a 30% background tint of the selected color.

Note that when the emblem is repeated in a pattern, the words are blended together, i.e., USCENSUSBUREAUSCENSUSBUREAU. The adjoining letter “U”s – the first at the beginning of “US” and the second at the end of “BUREAU” – are combined to eliminate repeated letters. The style remains all upper case, and equal letterspacing must always be maintained.

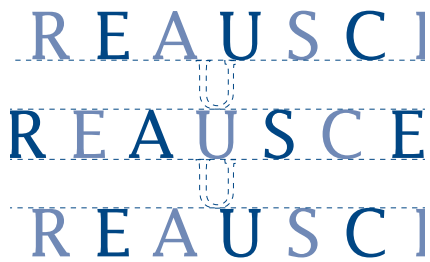
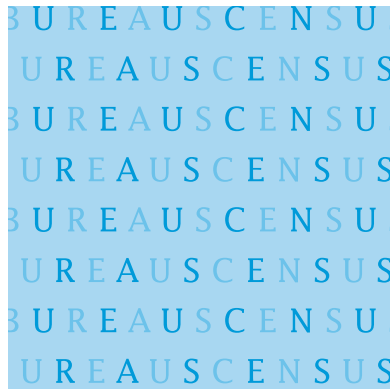
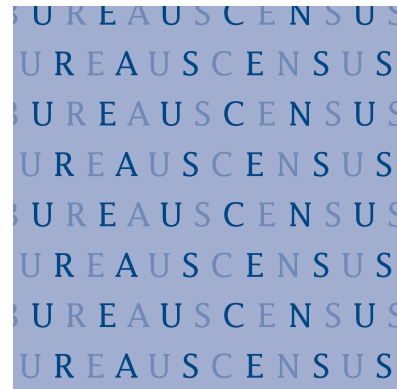


Diagram illustrating the construction of the emblem pattern. The text "REAU SC" is shown in three rows, with dashed lines indicating the alignment of the letters. A central "U" character is shown, indicating the blending of the "U" from "US" and the "U" from "BUREAU" to eliminate repeated letters.

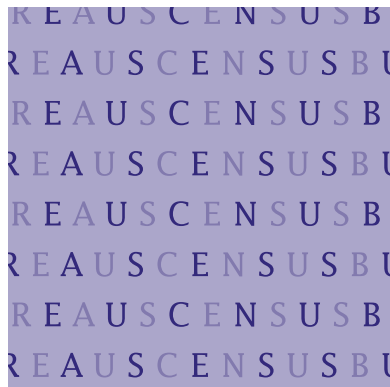
Pattern clear space



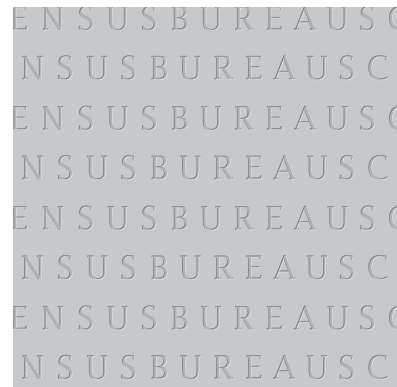
Census Blue Pattern



Census Navy Pattern



Census Purple Pattern



Alternate Emblem Pattern Census Gray

Typography

As well as being the selected typeface for the emblem, Lucida is also used for text on report covers, within reports, and on other applications such as stationery, etc.

The alternate font is Helvetica. It may be used for tables and charts, to support the main typeface. Helvetica is widely available in various weights and styles, such as bold or *italics*.

Primary typeface

LUCIDA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

LUCIDA SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Alternate font for tables

HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Unacceptable Usage

The basic purpose of these guidelines is to preserve the integrity of the emblem and the supporting systems elements. While this manual defines the ideal specifications and applications, which we must all strive to uphold, we are also providing examples of what not to do. While most likely well-intentioned, any alterations to the emblem will compromise its effectiveness. Please be guided by the standards set forth in this manual, and refrain from altering the emblem in any way. These examples are some of the most common mistakes that may be made.

~~USCensusBureau~~

Do not typeset the emblem. The typeface, type style and spacing of the characters may not be altered.

~~US.CENSUS.BUREAU~~

Do not add periods, lines, other punctuation or graphic elements to the emblem.

~~USCENSUSBUREAU~~

~~US CENSUS BUREAU~~

Do not alter the letterspacing by either moving them closer or further apart.

~~USCENSUSBUREAU~~

Do not place the emblem on an angle.

~~USCENSUSBUREAU~~

Do not change the colors in the emblem.

~~US
CENSUS
BUREAU~~

Do not modify or change the layout of the emblem in any way.

Our objective in adopting this new identity is to make sure that people know who we are and what we do. We want to communicate a clear and consistent message to all our audiences. Altering the visual look of the Census

Do not integrate into text.

~~CENSUSBUREAU~~

Do not use incomplete emblem.

~~USCENSUSBUREAU~~

Do not alter the color configuration.

~~USCENSUSBUREAU
Newsletter~~

Do not incorporate in other logos.

~~USCENSUSBUREAU~~

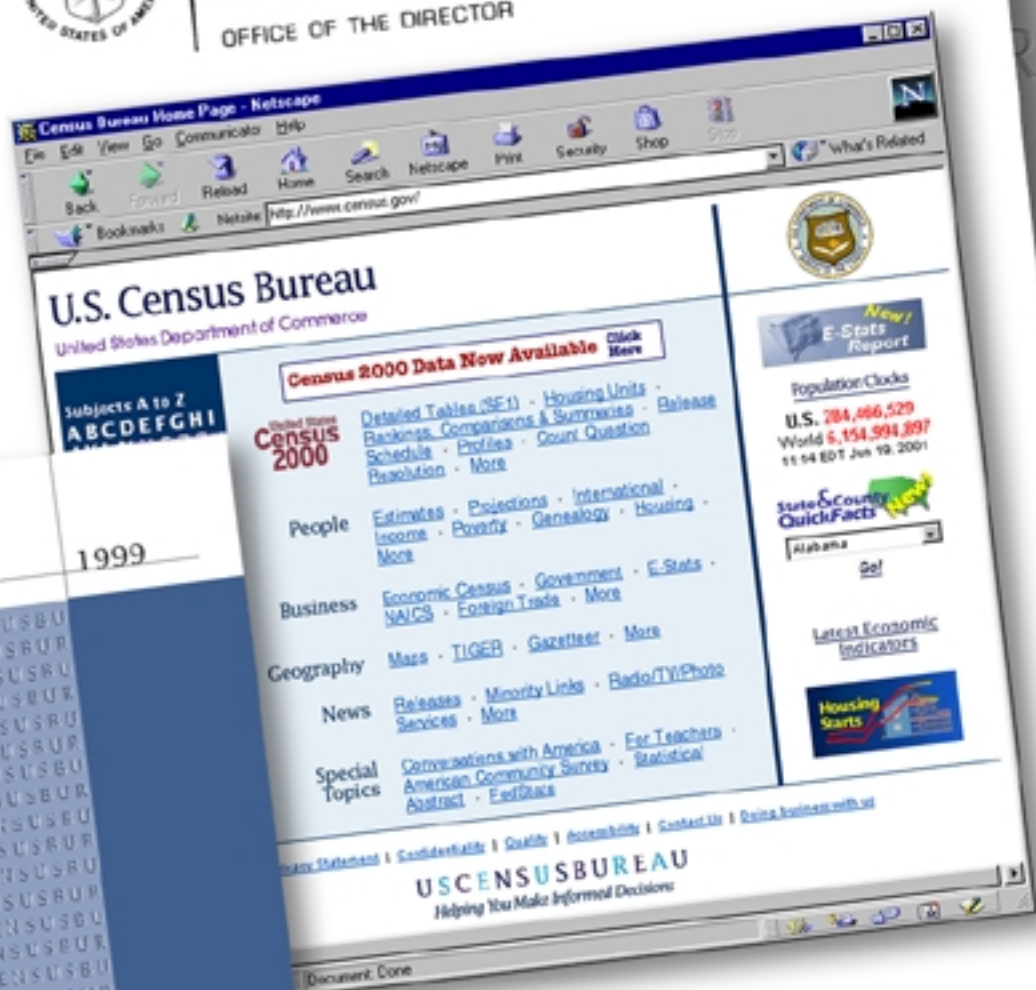
Do not place emblem on a busy background.

~~USCENSUSBUREAU~~

Do not enclose the emblem in a shape.



UNITED STATES DEPARTMENT OF COMMERCE
Bureau of the Census
Washington, D.C. 20233
OFFICE OF THE DIRECTOR



U.S. Census Bureau's New Corporate Look

1999

USCENSUSBUREAU
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USCENSUSBUREAU

Water, Sewer, Pipeline, and Communications and Power Line Construction: 1992

Industry 1623

Census of Construction Industries
Industry Series

Selected Characteristics of Manufacturing and Wholesale Establishments That Export: 1992

Report Subtitle and Series Title

Manufacturing
Analytical Report Series

Quarterly Financial Report: 1999

For Manufacturing Mining and Trading Corporations

Quarter 1

Report Title
Report Title
Report Title: Date
Report Subtitle

Issue

Issue date

Program title, a long title can go on two lines
Program Subtitle/Series Title;
Issue (Lucida italic 12pt)

Lorem ipsum dolor

ut amet, consectetur adipiscing elit, sed
diam nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat volutpat.
Ut wisi enim ad minim veniam, quis nostrud
exerci tation ullamcorper suscipit lobortis nisl
ut aliquip ex ea commodo consequat. Duis
autem vel eum irure dolor in hendrerit in
vulputate velit esse molestie consequat, vel
illum dolore eu feugiat nulla facilisis at vero
eros et accumsan et justo odio dignissim qui
blandit praesent luptatum zzril delenit augue
duis dolore te frugiat nulla facili. Lorem
ipsum dolor sit amet, consectetur adipiscing
elit, sed diam nonummy nibh euismod tin-
cidunt ut laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim veniam, quis
nostrud exerci tation ullamcorper suscipi-
lobortis nisl ut aliquip ex ea commodo conse-
quat.

vulputate velit esse molestie consequat, vel
illum dolore eu feugiat nulla facilisis at vero
eros et accumsan et justo odio dignissim
exerci tation ullamcorper suscipit lobortis nisl
ut aliquip ex ea commodo consequat.

1. euismod tincidunt ut laoreet dolore mag-
2. nismum veniam, quis nostrud exerci tation
3. ullamcorper suscipit lobortis nisl
4. ut aliquip ex ea commodo consequat.
5. vulputate velit esse molestie consequat,
6. vel illum dolore eu feugiat nulla facilisis
7. vero eros et accumsan et justo odio dig-
8. nissim qui blandit praesent luptatum zeni
9. delenit augue dui dolore te frugiat nulla
10. facili.
11. Lorem ipsum dolor sit amet, consete
12. tur adipiscing elit, sed diam nonummy
13. nibh euismod tincidunt ut laoreet dolore
14. magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud
exerci tation ullamcorper suscipit lobortis nisl
ut aliquip ex ea commodo consequat. Duis
autem vel eum irure dolor in hendrerit in
vulputate velit esse molestie consequat, vel
illum dolore eu feugiat nulla facilisis at vero
eros et accumsan et justo odio dignissim qui
blandit praesent luptatum zzril delenit augue
duis dolore te frugiat nulla facili. Lorem
ipsum dolor sit amet, consectetur adipiscing
elit, sed diam nonummy nibh euismod tin-
cidunt ut laoreet dolore magna aliquam erat
volutpat.

Ut wisi enim ad minim veniam, quis nostrud
exerci tation ullamcorper suscipit lobortis nisl
ut aliquip ex ea commodo consequat. Duis
autem vel eum irure dolor in hendrerit in
vulputate velit esse molestie consequat, vel
illum dolore eu feugiat nulla facilisis at vero
eros et accumsan et justo odio dignissim qui
blandit praesent luptatum zzril delenit augue
duis dolore te frugiat nulla facili. Lorem
ipsum dolor sit amet, consectetur adipiscing
elit, sed diam nonummy nibh euismod tin-
cidunt ut laoreet dolore magna aliquam erat
volutpat.

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USCENSUSBUREAU

US Department of Commerce
Economic and Technical Administration
US CENSUS BUREAU

Program Name
goes here when
combined with
Program Logo

Program Name
or Program Logo
third or fourth
line if needed

Introduction

The report cover system is one of the most important aspects of the new U.S. Census Bureau visual identity. As described in this section, the system is highly flexible and provides many engaging and workable options. With careful and consistent application of the system standards, we will be able to represent the attributes which we desire: integrity, consistency, and accuracy.

Through logical visual links between all our reports, we will increase the visibility, unify the perception, and update the image of the U.S. Census Bureau.

Specific details, as well as appropriate variations, are outlined and demonstrated in the chapter that follows.

Report Cover Grid System

As the basis of the report cover, the grid system ensures an organized and consistent presentation. The structure of the grid determines how and where the information on the cover is laid out. It dictates the location of all elements, including text, images, and logos. The grid, with its set positions for the different elements, may not be altered.

Exhibit shown at 50% of actual size

A. Report information panel:

The top part of the report cover is reserved for report information.

A1. Vertical divider

A2. Baseline

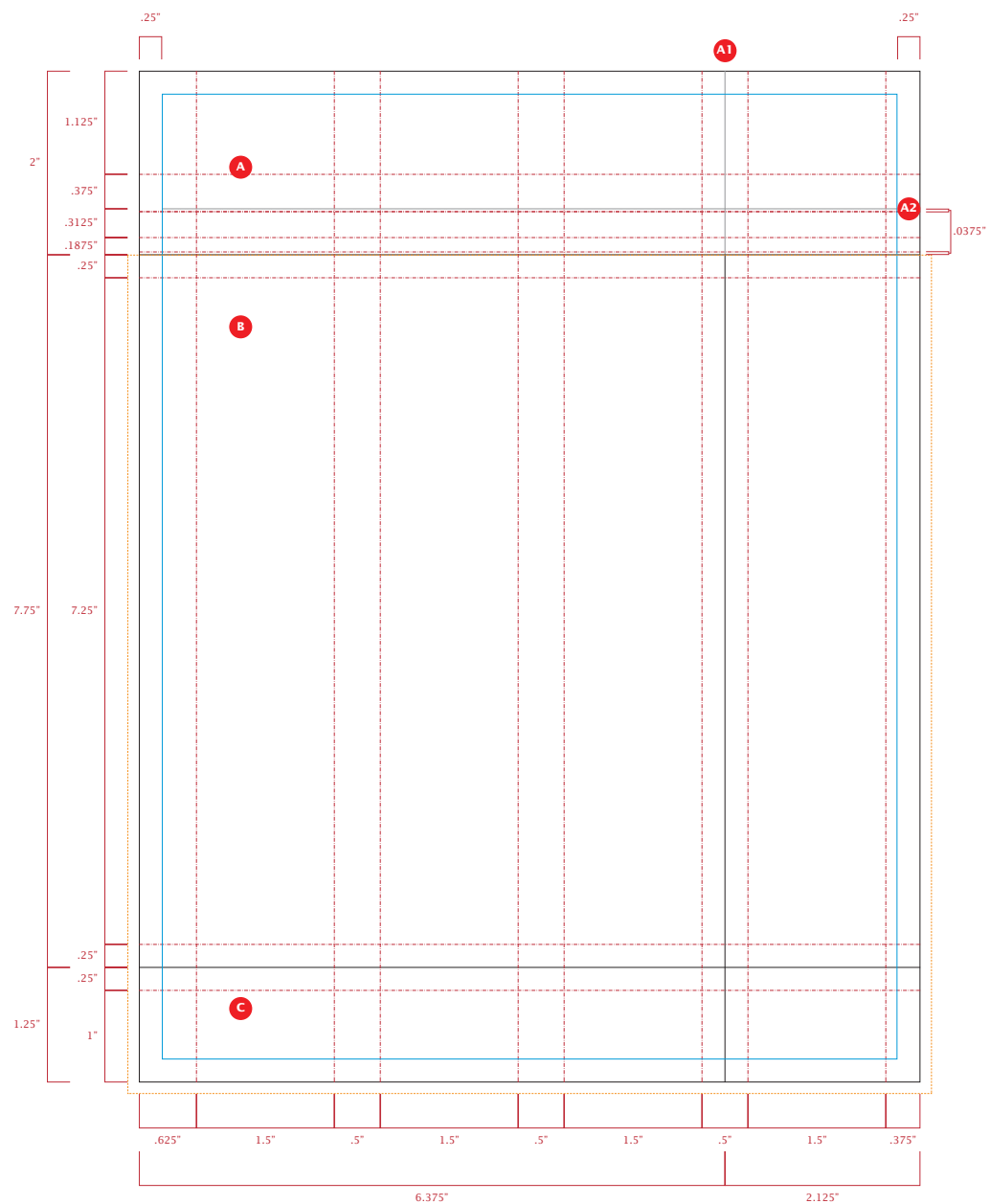
B. Program and author

information panel:

The center panel, divided into two sectors by the vertical separator, is reserved for program and author information.

C. Endorsement panel:

The bottom panel is reserved for the U.S. Census Bureau emblem and other endorsements. The emblem, the U.S. Department of Commerce endorsement, and the program name/logo are positioned in consistent locations.



Data Placement

Exhibit shown at 50% of actual size

Report information panel:

- A. Report title and date always sits on baseline, and may extend up to three lines.
- B. Issue/volume number appears above date of issue.
- C. Date of issue sits on baseline below issue/volume number.
- D. Report subtitle and/or series title appear on one line below report title and baseline.
- E. Series number appears below issue date.

Program and author information panel:

- F. Program title and program subtitle appear in the upper lefthand corner.
- G. Author name/s appear at the bottom of the program and author information panel, to the left of the vertical separator.
- H. The lower right portion of the program and author information panel is reserved for the primary program name when the primary program logo appears in the panel below it (L), or a secondary program name and/or logo.

Endorsement panel:

- I. U.S. Census Bureau emblem with tagline is always positioned in the top left of the endorsement panel.
- J. U.S. Department of Commerce endorsement always appears to the right of the emblem in the endorsement panel.
- K. The primary program logo or if there is no logo, the primary program name, is placed at the right of the endorsement panel. If there are both a name and a logo, the logo goes here, and the name is placed above in the program and author information panel. Taglines are not allowed in this panel. (L). If there is just a program name with no logo, it is positioned here.

The report cover system was created to provide a cohesive look and feel to the entire body of work we produce. This look and feel is iterated by the consistent placement of data on the report cover. On the cover, information is basically organized – and read – from top to bottom. In effect, it goes from the specific to the general, creating intrinsic meaning along the way.

Correct data placement on the grid is an important aspect of maintaining the report cover system. Placement may not be altered, although some information is optional. In addition, typography, type style, and type sizes may not be altered.

The grid template shows the following layout:

- Top Left (A):** Report Title, Report Title, Report Title: Date
- Top Right (B, C):** Issue, Issue date
- Below Top Left (D):** Report Subtitle and Series Title
- Below Top Right (E):** Series #
- Middle Left (F):** Program Title, Program Title, Program Subtitle
- Middle Right (H):** Program Name goes here when combined with Program Logo
- Bottom Left (G):** Authors' name, Author's name
- Bottom Center (I, J):** U.S. CENSUS BUREAU, U.S. Department of Commerce, Economics and Statistics Administration, U.S. CENSUS BUREAU
- Bottom Right (K):** Program Name or Program Logo

Report Title and Date
Lucida 22pt/28pt, 8pt tracking

Report Subtitle
Lucida Italic 14pt/28pt, prints 50% black

Issue
Lucida Italic 14pt/28pt, prints 50% black

Issue Date
Lucida Sans Roman, 9 pt prints 100% black

Series #
Lucida Sans Roman, 6pt/9pt, 6pt tracking, prints 100% black

Program Title
Lucida Sans Bold 12pt/20pt, 5pt tracking, prints white

Program Subtitle
Lucida Sans Italic, 12pt/20pt, 5pt tracking, prints white

Author's Name
Lucida, 7pt/9pt, 8pt tracking, prints white

Program Name
Lucida, 7pt/9pt, 8pt tracking, prints black

Emblem

Live Art
U.S. Department of Commerce
Lucida Sans Roman, 7.5pt/9pt

Economics & Statistics Administration
Lucida Sans Roman, 6.5pt/9pt, -2pt tracking
U.S. CENSUS BUREAU
Lucida Sans Roman 5.5pt/9pt, 10 tracking

Color Placement

Use of color is another important element in defining the report cover system. The appropriate application of the U.S. Census Bureau color palette will further help unify our reports. This page describes general guidelines for flexible use of color, and the following pages show just a few of the possible variations you can achieve.

Exhibit shown at 50% of actual size

A. The report information panel is always white. This may not be altered for any reason or exception.

B. The program and author information panel, divided into two segments by the vertical separator, may be filled with one or two solids or tints of a Census color.

C. The endorsement panel may either be white or filled with a solid or tint of a Census palette color.

Report Title
Report Title
Report Title: Date
Report Subtitle and Series Title

Issue
Issue date

Program Title
Program Title
Program Subtitle

Authors' name
Author's name

Program Name goes here when combined with Program Logo

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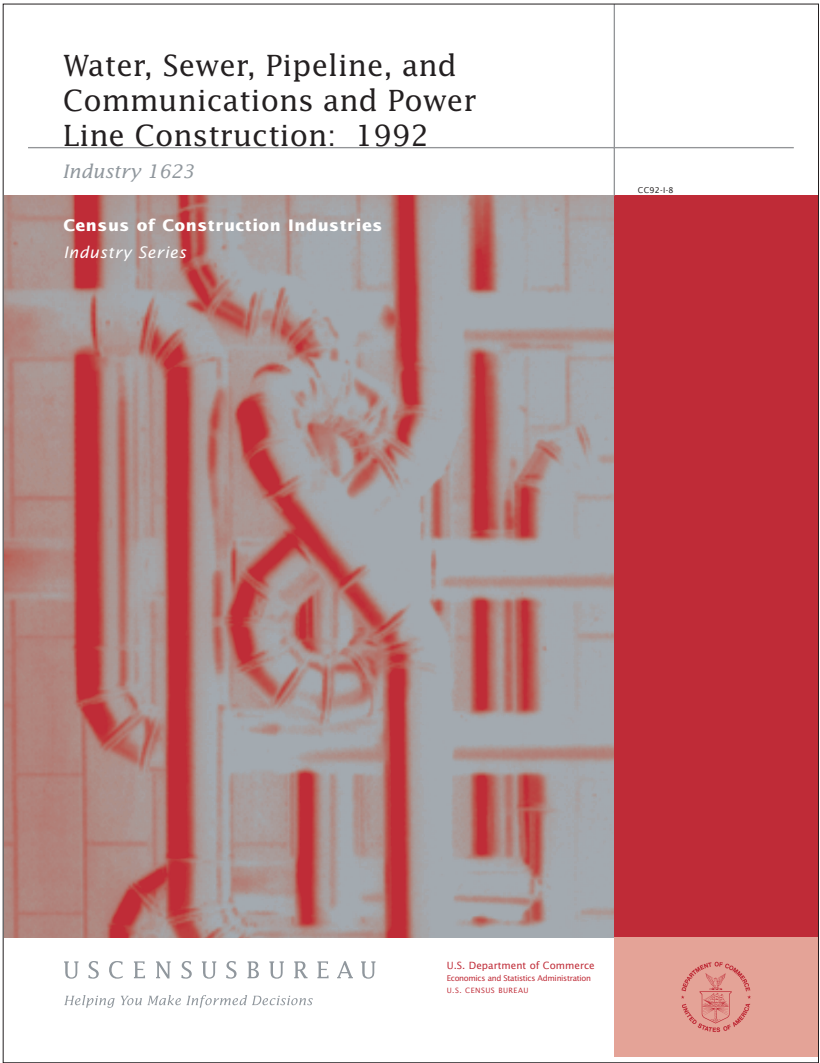
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

Program Name or Program Logo

Imagery

Exhibit shown at 50% of actual size

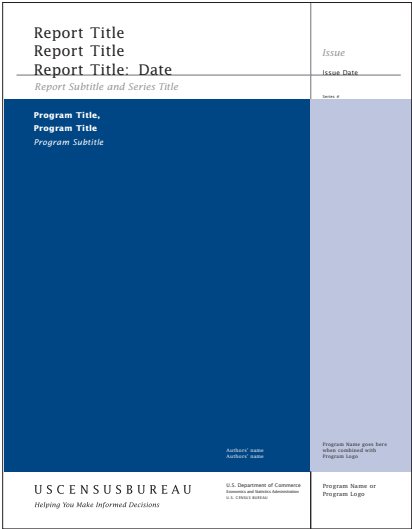
Imagery, such as illustration, photography, or other graphic treatment, may only be applied on the program and author information panel, which is divided into two segments by the vertical separator. Imagery may be contained in the left segment of the panel, or it may extend into the right side. When it extends into the right segment, the image color, the contrasting color, or the background color may change. See examples on the next few pages for both imagery and color variations.



Two colors are used in this example: Census Red and Census Gray. The colors extend all the way to the edge and "bleed" off of the page. The photograph is reversed in Census Gray, out of Census Red background. Tint of Census Red is in lower right of endorsement panel.

Report Cover Variations

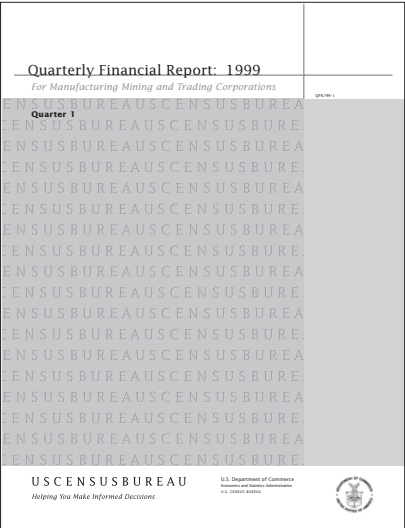
Exhibit shown at 25% of actual size



Two colors are used in this example: Census Navy Blue (solid and tint) and black.



Black and white, with no bleed. The shading is contained within grid parameters.



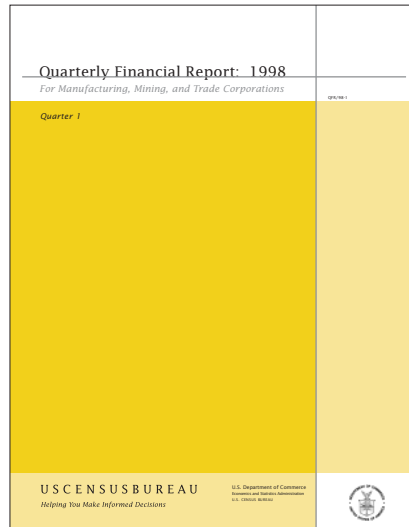
Black and white bleed, with an appropriate pattern created using the alternate emblem. Background color is light enough to allow program information to be printed in black. Much darker backgrounds might necessitate reversing the type to white.



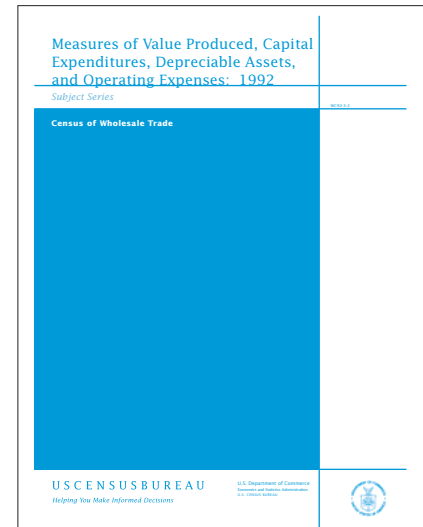
Black and white with no bleed, with an illustration which fills the entire program and author information panel. Different colored backgrounds behind the illustration create a distinctive look.

Report Cover Variations

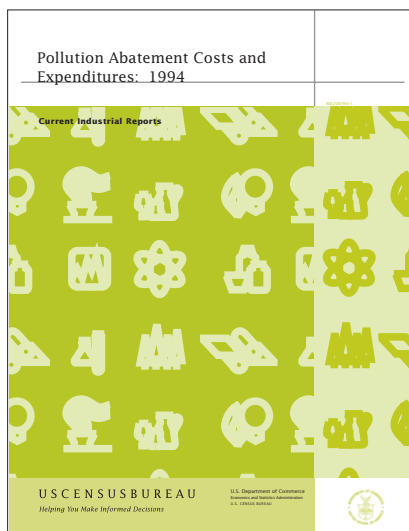
Exhibit shown at 25% of actual size



Two colors (black and Census Yellow) with bleed, filling the entire program and author information panel and extending into the endorsement panel. Tints of one color effectively communicate uniformity within the system. Type appears in black and remains legible against a light background.



One color, no bleed. No tints. Solid Census Blue is used for the panel, and all type prints in the same color, except for program and author information. This type is reversed to white, because of the dark background. It thus retains legibility.



Two colors with bleed. Census Lime and black are used with a graphic pattern. Icons are repeated to create a pattern, which appears in a lighter tint of the background color in the left segment of the program and author information panel. In the right segment, the colors are reversed. The tint alone is extended into the endorsement panel. Type still is legible in black over the light background color.



Two colors with bleed. Census Orange, Census Red, and tints thereof are combined. Type reverses to white, emphasizing contrast with the darker background.

Short Report

Exhibit shown at 50% of actual size

The short report cover is organized in a similar way to the basic report cover. However, the major difference is that the short report actually begins on the cover. Content, conveyed by either text and/or graphs is positioned on the cover, in the center panel. As with the basic report cover, a grid is provided for the short report cover format.

To allow for the most effective use of space, text appears in two columns (see modified text box below). When there is no program title, program subtitle, or series title, text starts at the top of the panel. Short reports, with an average page length of four, are three-hole punched.

<div>Report Title</div> <div>Report Title</div> <div>Report Title: Date</div> <div>Report Subtitle</div>	<div>Issue</div> <div>Issue date</div> <div>Issue Date</div> <div>Series #</div>
<div>Program Title, a long title can go on two lines</div> <div>Program Subtitle/Series Title;</div> <div>Issue (Lucida italic 12pt)</div> <div><div><div>Lorem ipsum dolor</div><div>Sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</div><div>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum praesent luptatum.</div><div>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in</div></div><div><div>vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignis.</div><div>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</div><div><div>1. euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</div><div>2. autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</div><div>3. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</div></div><div>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</div></div></div>	<div>Program Name goes here when combined with Program Logo</div>
<div>USCENSUSBUREAU</div>	<div><div>U.S. Department of Commerce</div><div>Economics and Statistics Administration</div><div>U.S. CENSUS BUREAU</div><div>Program Name or Program Logo third or fourth line if needed</div></div>

Short Report Maps & Graphs


Exhibit shown at 50% of actual size

Maps and graphs, which are part of the report content, are the only types of imagery used on a short report cover. It is acceptable to combine the map or graph with text.

The map or graph is positioned in the left segment of the program and author information panel. This is to prevent distortion of the image and the information contained therein. For clarity of photocopying reproduction, the color behind the map or graph image should be a tint, not a solid color. The right panel should be a solid color.

Dynamics of Economic Well-Being, Poverty: <i>Trap Door? Revolving Door? or Both?</i> 1993-94 <i>Current Population Reports</i>	Issue date P70-63
<p>Introduction</p> <p>Sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum praesent luptatum.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p>	<p>ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.</p> <ol style="list-style-type: none">1. euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.2. ut aliquip ex ea commodo consequat. autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.3. vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.4. vel illum dolore eu feugiat nulla facilisis vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.5. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p>
USCENSUSBUREAU <i>Helping You Make Informed Decisions</i>	U.S. Department of Commerce Economic and Statistics Administration U.S. CENSUS BUREAU 

Short Report With Text

New Residential Construction In Selected Metropolitan Areas: 1998 <i>Current Population Reports</i>	<i>Second Quarter</i> Issued September 1998. C21/P8-Q2
	<p>Questions regarding these data may be directed to Dale R. Jacobson, Residential Construction Branch, Telephone 301-457-4666. For Sale by the Superintendent of Documents, Government Printing Office, Washington DC 20401</p>
USCENSUSBUREAU <i>Helping You Make Informed Decisions</i>	U.S. Department of Commerce Economic and Statistics Administration U.S. CENSUS BUREAU U.S. Department of Housing and Urban Development

Short Report With Map/Graph

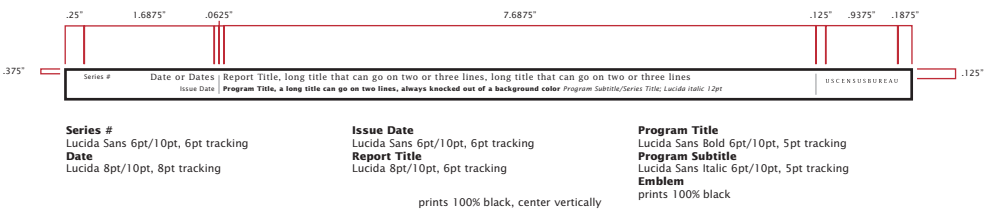
Spines

Exhibit shown at 45% of actual size

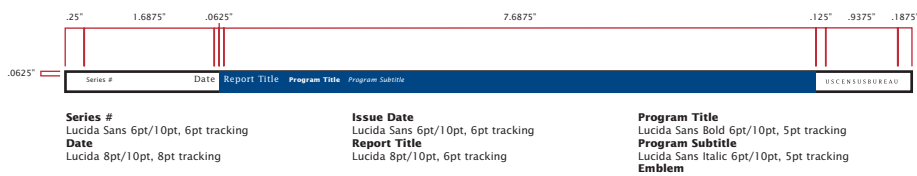
The report spine is divided into three sections which roughly correspond to the three sections of the report cover: the top section includes the report data, such as the series number and date, the middle encompasses the report and program title, and the US Census Bureau emblem always appears at the bottom. The spine sections are differentiated by either a hairline rule or by color. This should also coordinate with the cover.

The width of the spine will depend on the length of the report. If the report is a long one, the spine may be wide enough to accommodate additional information on a second line, such as the series title or program subtitle.

When the spine is wider than .375, the information may run to two lines. The information here is separated by a hairline.



When the spine is narrower than .375, the information must be contained on one line. The information here is delineated by color.



Dual Roster

Cover With Dual Roster (no wordmark)

INSTITUTIONAL CREDITS will appear in the endorsement panel, side by side and flush left with the report title

U.S. Department of Housing
and Urban Development

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU



1/4 inch

Side Heads and Body Text

Side Heads

To be used if you have 4 or less

- LEVEL 1 **Lucida font, 10 pt. bold, caps and lower case, flush left, color**
- LEVEL 2 **Lucida font, 9 pt. bold, cap and lower case, flush left, color**
- LEVEL 3 *Lucida font, 9 pt. italic, cap and lower case, flush left, color*
- LEVEL 4 *Lucida Sans font, 9 pt. italic, initial cap, flush, black*

To be used if you have 5

- LEVEL 1 **LUCIDA FONT, 10 PT. BOLD, ALL CAPS, FLUSH LEFT, COLOR**
- LEVEL 2 **Lucida font, 10 pt. bold, caps and lower case, flush left, color**
- LEVEL 3 **Lucida font, 9 pt. bold, cap and lower case, flush left, color**
- LEVEL 4 *Lucida font, 9 pt. italic, cap and lower case, flush left, color*
- LEVEL 5 *Lucida Sans font, 9 pt. italic, initial cap, flush, black*

Body Text

Lucida Sans font, 9 pt. medium, flush left, black

Figures and Tables

Figures

FIGURE NUMBER	Lucida font, 10 pt. medium, flush left, black
FIGURE TITLE	Lucida font, 10 pt. bold, cap and lower case, flush left, color
HEADNOTE	Lucida font, 9 pt. medium, flush left, black, enclosed in parentheses

Figure number and figure title will be stacked

Figure 1.
This is the Figure Title
(headnote)

Tables

TABLE NUMBER	Lucida font, 10 pt. medium, flush left, black
TABLE TITLE	Lucida font, 10 pt. bold, cap and lower case, flush left, color
HEADNOTE	Lucida font, 9 pt. medium, flush left, black, enclosed in brackets

SMALL REPORTS Table number and table title will be stacked

Table 1.
This is the Table Title This is the Table Title
[headnote]

PUBLICATIONS Table number and table title will be aligned with the descriptor

Table 1. **This is the Table Title This is the Table Title This is the Table Title This is the Table Title**
[headnote]

Slug Line, Page Number & Folio

Slug Line

SMALL REPORTS	Slug line and page number are bottom aligned - U.S. Census Bureau, 6pt. medium, cap and lower case
PUBLICATIONS	Slug line falls below the folio line - U.S. Census Bureau, 6pt. medium, cap and lower case

Page Number

Page number will be the same size as the body text or no smaller than 8 pt. type

Folio

Folio will be cap and lower case and the same size as the page number

Brochures and Pamphlets

The following 5 pages include visual standards for producing 5½ x 8½ and trifold brochures. These guidelines refer to the layout of cover 1, cover 4 (where applicable), and acknowledgments (where applicable).

5½ x 8½ Brochure

Pages 3.01 - 3.03 show 3 cover variations to choose from including: Wraparound cover with bleed (cover art spans across front and back cover), cover with no bleed, and color placement variation.

Acknowledgments

Page 3.04 shows acknowledgments layout for the 5½ x 8½ brochure. If you choose to include acknowledgments, these visual standards should be followed.

Trifold Brochure

Page 3.05 shows the layout for a trifold brochure.

(Lucida and Lucida Sans should be used throughout the brochure.)

4.00

Other Products

Posters

Tent Cards

Name Badges

Certificates

3.01

1/2"

1/2"

1 1/4"

1 3/4"

1 Report Title Report Title Report Title
Title Report Title Report Title
Report Title Report Title

2 Report Subtitle Report Subtitle Report Subtitle Report Subtitle
Report Subtitle Report Subtitle Report Subtitle

- 1 Report Title - Lucida, medium, 16 pt./20 pt. leading
- 2 Report Subtitle - Lucida Sans, Italic, medium, 10 pt./14 pt. leading 50% Black
- 3 Issue Date & Series - Lucida Sans, medium, 6 pt./10 pt. leading
- 4 Wordmark (2")
- 5 U.S. Department of Commerce - Lucida Sans, medium, 7 pt./8 pt. leading
Economics and Statistics Administration - Lucida Sans, medium, 6 pt./8 pt. leading
U.S. CENSUS BUREAU - Lucida Sans, medium, 5 pt./8 pt. leading, all caps
- 6 Program Logo

8 1/2 x 11 Landscape
(cover 1 and 4 with bleed)

5 3/4"

1 1/4"

Issued Month Year
XXX/01-XX

3

1"

3/4"

1/4"

4 USCENSUS BUREAU
Helping You Make Informed Decisions

1"

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

5

6 United States
Census
2000

- ① *Report Title* - Lucida, medium, 16 pt./20 pt. leading
- ② *Report Subtitle* - Lucida Sans, Italic, medium, 10 pt./14 pt. leading
50% Black
- ③ *Issue Date & Series* - Lucida Sans, medium, 6 pt./10 pt. leading
- ④ *Wordmark* (2")
- ⑤ *U.S. Department of Commerce -*
Lucida Sans, medium, 7 pt./8 pt. leading
Economics and Statistics
Administration -
Lucida Sans, medium, 6 pt./8 pt. leading
U.S. CENSUS BUREAU - Lucida Sans,
medium, 5 pt./8 pt. leading, all caps
- ⑥ *Program Logo*

Issued Month Year
XXX/01-XX ③

8½ x 11 Landscape
(cover 1 and 4 no bleed)

① Report Title Report Title Report
Title Report Title Report Title
Report Title Report Title

② *Report Subtitle Report Subtitle Report Subtitle Report Subtitle*
Report Subtitle Report Subtitle Report Subtitle

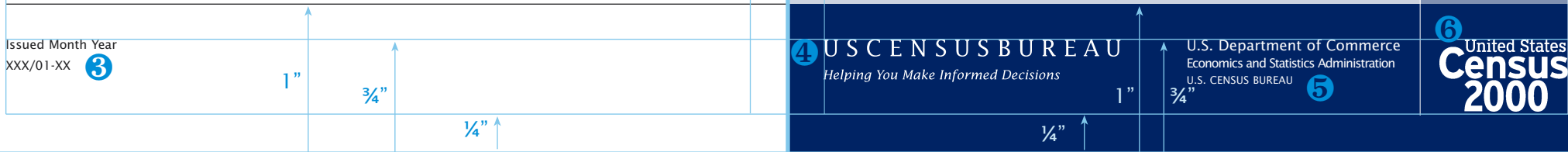
④ U.S. CENSUS BUREAU
Helping You Make Informed Decisions

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU ⑤

⑥ United States
Census
2000

- ① *Report Title* - Lucida, medium, 16 pt./20 pt. leading
- ② *Report Subtitle* - Lucida Sans, Italic, medium, 10 pt./14 pt. leading 50% Black
- ③ *Issue Date & Series* - Lucida Sans, medium, 6 pt./10 pt. leading
- ④ *Wordmark* (2")
- ⑤ *U.S. Department of Commerce - Economics and Statistics Administration - U.S. CENSUS BUREAU* - Lucida Sans, medium, 7 pt./8 pt. leading
Lucida Sans, medium, 6 pt./8 pt. leading
Lucida Sans, medium, 5 pt./8 pt. leading, all caps
- ⑥ *Program Logo*

Color variation
8½ x 11 Landscape
(cover 1 and 4 with bleed)



1/2"

3/4"

Lucida,
10 pt.

ACKNOWLEDGMENTS

Lucida
Sans,
8.5 pt.



**U.S. Department
of Commerce**
Donald L. Evans,
Secretary

Lucida
Sans,
7.5 pt.



**Economics and Statistics
Administration**
Kathleen B. Cooper,
Under Secretary
for Economic Affairs

Lucida
Sans,
6.5 pt.



U.S. CENSUS BUREAU
William G. Barron, Jr.,
Acting Director
William G. Barron, Jr.,
Deputy Director
John H. Thompson,
Principal Associate
Director for Programs
Associate Director
Division Chief

Your division's narrative here.

**Section Chief, Editor, Graphics
Artist, Publications Technician,**
and **Laurene V. Qualls** of the
Administrative and Customer
Services Division, **Walter C. Odom,**
Chief, provided publications and
printing management, graphics
design and composition, and
editorial review for print and
electronic media. General direction
and production management were
provided by **Michael G. Garland,**
Assistant Chief, and **Gary J.
Lauffer,** Chief, Publications
Services Branch.

Lucida
Sans,
6.5 pt.

5½ x 8½ brochure
acknowledgments

1/2"

1/4"

8½ x 11 Trifold

text area

text area

1 Report Title Report Title
Title Report Title Report Title
Report Title Report Title

2 Report Subtitle Report Subtitle Report Subtitle
Report Subtitle Report Subtitle Report Subtitle

1 Report Title - Lucida,
medium, 16 pt./20 pt.
leading

2 Report Subtitle - Lucida Sans,
Italic, medium, 10 pt./14 pt.
leading, 50% Black

3 U.S. Department of
Commerce -
Lucida Sans, medium,
7 pt./8 pt. leading

Economics and Statistics
Administration -
Lucida Sans, medium,
6 pt./8 pt. leading

U.S. CENSUS BUREAU -
Lucida Sans, medium,
5 pt./8 pt. leading, all caps

4 Issue Date & Series -
Lucida Sans, medium,
6 pt./10 pt. leading

5 Wordmark (2")

6 Program Logo

3

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

4

Issued Month Year
XXX/01-XX

5

U.S. CENSUS BUREAU
Helping You Make Informed Decisions

6

United States
Census
2000

Posters

text and graphics here

Tent Cards

U S C E N S U S B U R E A U

Helping You Make Informed Decisions

text and graphics here

text and graphics here

U S C E N S U S B U R E A U

Helping You Make Informed Decisions

Name Badges

1"

Joe Employee
Title and/or Division

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Joe Employee
Title and/or Division

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Joe Employee
Title and/or Division

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Joe Employee
Title and/or Division

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Joe Employee
Title and/or Division

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Joe Employee
Title and/or Division

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

1"

Certificate of Appreciation



Presented to

Employee Name

Date

In appreciation for . . .

1st Signing official,
Title

2nd Signing official (if applicable),
Title

U S C E N S U S B U R E A U

Helping You Make Informed Decisions

program logo
(if applicable)